

06/09/97 09:01 06/12/97 09:14
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BFLO RJR
RJR-SALES EXEC. 1610 BUFF. ROM 002
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2 pg.

RJ Reynolds
Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2033

June 9, 1997

SENT VIA FAX

Suspense :

*Due by
6/20/97*

Bob Snow
Mark Goodman
Tim Gillespie
Stephen MacLeod
Bob Dobrowaki
Rory O'Rourke

Subject: Possible Temporary Display Consolidation

I am currently working on a task force responsible for making recommendations on ways to improve our temporary displays, from an efficiency standpoint. While we are exploring many options, one area we are looking at is possibly consolidating the number of multi-brand temporary displays we have.

Attached you will find a sheet with illustrations of the current multi-brand temporary displays we have available. I would appreciate your recommendations on which of these units can be discontinued, which should be maintained, along with any other suggestions you may have for improving our temporary displays. Please feel free to include any ideas or suggestions you may have in this area.

I would appreciate your input on or before 6/25/97.

Don

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